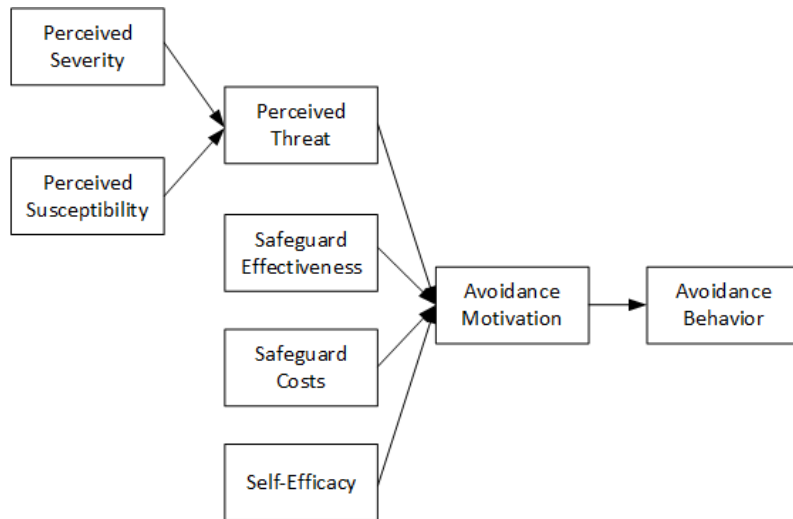


Figure 1

Technology Threat Avoidance Model



Note: Adapted from Liang, H., and Y. Xue. “Understanding Security Behaviors in Personal Computer Usage: A Threat Avoidance Perspective.” *Journal of the Association for Information Systems* 11, no. 7 (2010): 394–413. This diagram was generated by the researchers using Visio and was adapted to show only the significant paths identified by Liang and Xue.